

ALBERTA FLOUR MILLS

LIMITED

BOARD OF DIRECTORS:

J. E. A. Macleod, Wm. Pearson, Geo. Laps, Secretary K. Pearce
Alex. Ingvaldsen, Thos. L. Clark, Edward E. Stevens

The Officers and the Management:

J. E. A. Macleod, Calgary, President
Wm. Pearson, Calgary, Vice-President
Secretary K. Pearce, Calgary, Secretary-Treasurer
Edward E. Stevens, formerly of Minneapolis, Gen. Manager
Alex. Ingvaldsen, formerly of Minneapolis, Milling Engineer
Thos. L. Clark, formerly of Minneapolis, Supt. Miller

BANKERS:

Royal Bank of Canada

FISCAL AGENTS:

The Western Agencies & Development Co., Ltd.

Leahurst Block, Calgary, Alberta

The Western Agencies & Development Co., Ltd., offers for subscription 2,000 shares of the Capital Stock of Alberta Flour Mills, Ltd.

The State of Kansas raised in 1913-15, 748,000 bushels of wheat, and manufactured 69,410,749 into flour.

The State of Minnesota, North and South Dakota raised in 1913-15, 920,000 bushels of wheat, and manufactured 140,241,920 into flour.

The Province of Alberta raised in 1915 approximately 100,000 bushels of wheat, and manufactured around 9,000,000 into flour.

Calgary has as great, and in many cases greater, advantage for the milling of wheat than either Kansas, Utah or Minnesota.

Here is your opportunity to become connected with a milling enterprise founded on the right principle—to get in on the ground floor.

The steady and large dividend paid by the milling companies of Canada (all the value of the investment), the present listed value of the stocks of the large milling companies of Canada tells the value of the security.



The New Ford

Is the Logical Car for the Farmer

It will stand more rough usage than any other car with less expense for gasoline, oil or repairs.

The new radiator and steam line hood, together with the crown fenders on the New Ford makes it an attractive car.

Ask for a Demonstration

PRICES:

Chassis	\$450.00
Runabout	475.00
Touring Car	495.00
Couplet	695.00
Town Car	780.00
Sedan	890.00

Prices f.o.b. Ford Ontario

C. B. CRAY, - - - - - Agent
J. M. WORKMAN, - - - - - Sales Agent
CLARESHOLM

Are Your Hail Premiums Excessive?

Our Rates are Reasonable

Twenty years in business.
Losses paid in full.

Full Government Deposit in Alberta Government Bonds for protection of Bond-Holders.

We issue a fully-paid Policy—no assessments.
Prompt Adjustments and sure pay.

We settle within 60 days after proof of loss.

ST. PAUL MUTUAL HAIL & CYCLONE INSURANCE CO.

715 Heald Building, - - - Calgary, Alberta

Licensed for the Province of Alberta.

Assets, - \$450,000.00

Good Local Agents Wanted, where we are not represented. You can add several hundred dollars to your income by a few weeks' work.

PHOTOGRAPHY

FILMS DEVELOPED AND PRINTED
First-Class Workmanship Guaranteed
Fast delivery, promptly attended to. The largest selection from any kind of films or plates.
Children's photos a specialty—Clare-sholm Art Studio. (Telephone)

PAY When You Graduate
Harbutt Business College, Calgary

Clareholm Review-Advertiser

An Independent Weekly Newspaper
ROBT. K. PECK, Editor

Subscription Rates

One year, in Canada \$1.50
One year, to United States 2.00
Single Copy 5c.

Friday, April 6, 1917

EASTER GREETINGS

We extend to our readers our Easter greetings. We would like to compliment the ladies on the array of millinery and Easter dresses, which during the Easter season will remind us that the winter is gone, and the days of sunshine and summer are upon us. It may be that to many Easter has no further significance than that it marks the day when the new hat appears in public for the first time.

But it is only ignorance on our part if this Christian festival which has been celebrated for so many centuries has no deeper meaning. The death of Jesus which we commemorate on "Good Friday" is an historical fact. Other men died on the same day of whom we know nothing. Why is it that for 19 centuries millions of human beings in every year remember with gratitude the death of this one man? It is infinitely great as his sacrifice may have been, yet millions are today emulating his spirit by their willingness to die for a great principle and for others.

There is no room for the pessimist in Easter Sunday. For it is a day of optimism, of hope, of life. The resurrection of Jesus which we celebrate on that day has long been considered the greatest evidence of immortality. Deny the resurrection and you will have to explain to an inquiring world, the meaning of the growth of Christianity, the universal belief in immortality, the marvelous influence for good upon the lives of men that Christianity has had, and last, the spiritual experience of millions who testify that they know Jesus lives, because of spiritual intercourse that they have had with Him. And it is worthy of note that the men who make this claim are men whose word we would not doubt for other matters.

It is hard to estimate the value of the belief in immortality to this world. If life ends all it matters little what we do or how we live. But if this is only the beginning of a life which extends away into the eternities, then this life is pregnant with possibilities and we should, here in the transitory of our career, attach to our lives love, truth, honor, righteousness, virtues that are eternal, and which will through the eternities make life grow brighter and brighter.

From the empty tomb of Jesus may there come inspiring voices which will help us to live in this life more worthily and more nobly.

SPECIAL WAR TAX

Results Exceed Expectations

Receipts from the special war taxation, enacted shortly after the outbreak of war, have far greatly exceeded expectations. Under the Special War Taxation Act the Canadian banking institutions are obliged to contribute one million dollars annually to the country's revenue and loan, trust and insurance companies are also taxed for substantial amounts. Other special levies such as the postal war tax, added to on drafts and cheques and the tax on railway tickets have also produced large sums for the public treasury. The Excess Profits Tax has proven particularly successful and returns from this source have been much beyond what Sir Thomas Watson, first estimated. When he imposed this tax the Finance Minister estimated it would produce about thirty-five million dollars during the full period of three years over which it extended, an average of twelve million dollars yearly. The tax being retroactive, this year's taxation was collected upon the accounting period corresponding roughly to the first year of the war. At that time business was very much depressed and dislocated. Sub-normal business conditions notwithstanding it is estimated that the tax will produce for this first year period at least fourteen million dollars, and possibly fifteen million. The tax for the year 1916 will yield the enormous sum of between twenty and twenty-five million dollars. The first two years of the taxation will thus produce an amount equal to what it was estimated would be secured in the three years. The year 1917 is expected to produce another \$25,000,000. The final result will thus be almost double the original estimate.

W. C. F. E.

The European War has brought the great alcoholic tragedy home to the governments and to hearts and minds of men throughout the world as nothing else could have done, advancing by decades, perhaps by generations, the fulfillment of nationwide and world-wide prohibition.

It does not take a prophetic eye to see the fast approach of the day when the whole world will be sober. One generation, of course, contains many old drinkers who will continue to drink until they die, but the debauching of the young will end with the prohibition of the liquor traffic and no new drinkers will rise to take the place of the old.

In the generations to come men will call prohibition the greatest reform in the history of the world—a reform that saved in a new era the life history of the human race.

—Hon. Richard Pearson Hobson
Some returned soldiers in Manitoba have started a farm colony of their own. None but war veterans can enter.

McLAUGHLIN

NEW SERIES

VALVE-IN-HEAD MOTOR CARS

McLAUGHLIN 8-10-40 SPECIAL
Five Passenger Touring Car

McLAUGHLIN 8-10-40
Sedan

McLAUGHLIN 8-10-40
Five Passenger Touring Car

McLAUGHLIN 8-10-40
Sedan

McLAUGHLIN 8-10-40
Five Passenger Touring Car

McLAUGHLIN 8-10-40
Sedan

McLAUGHLIN 8-10-40
Five Passenger Touring Car

McLaughlin reputation, pre-eminently firm and fair, was not won by chance, but is due to the policy established and consistently adhered to for forty years in the manufacture of high grade vehicles. With the production of the first McLaughlin motor vehicle the same policy was conscientiously followed, that of giving the owner the maximum service for the minimum of cost.

No matter what its price, a McLaughlin car must, and will give the maximum of that service for which it was intended, and must bear its proportion of the responsibility of maintaining that high prestige which has established the McLaughlin as

Canada's Standard Car.

THE McLAUGHLIN MOTOR CAR CO. LIMITED
OSHAWA, ONTARIO

The McLaughlin Series includes four and six cylinder models in Roadster and S and 7 passenger touring bodies or delivery trucks ranging from \$995 to \$1900, and a sedan at \$2350.

J. M. SOBY,

Agent for
Clareholm and Staveland

Canada's Standard Car

THE PLOW OUR HOPE

This was One of the Significant Phrases Recently Used by the Prime Minister of Great Britain

There is Only One Way to Reduce the

HIGH COST OF LIVING

That is to

INCREASE PRODUCTION

Everyone cannot OPERATE A FARM, but every GARDEN that is cultivated this year will increase the Food Supply.

EVERY MEN YOU SEE will mean more food for you. MORE EGGS. These will mean INCREASED PRODUCTION IN CANADA. This may be THE WAY IN WHICH YOU CAN HELP.

THIS SHOULD BE CANADA'S GREAT TEST YEAR OF NATIONAL SERVICE

The appeal, comes to everyone. Whether you live in a City, Town or Village or on a Farm. No matter how small your garden patch is, it will help.

The Alberta Department of Agriculture is at your service in this work. If you want information or assistance, write to the Director, or write to the nearest School of Agriculture or Demonstration Farm and your request will have immediate attention.

TEST ALL THE SEEDS YOU SOW

We will do this for you if you send in samples at this seed.

FARM HELP.

If you require farm help, write to one of the following:

Agent of Department of Agriculture, Board of Trade Building, Edmonton.
Agent of Department of Agriculture, Dairy Division, 1033, 1035, Calgary.
Agent of Department of Agriculture, 935, 937, 939, 941, 943, 945, Edmonton.

Let this year be one of

THE GREATEST EFFORT OF ALBERTA

We shall be pleased to mail you bulletins upon "Vegetable Gardening," "Poultry Raising" or any other agricultural endeavor, as well as to give assistance through the officials of the Department.

HON. DUNCAN MARSHALL,

Minister of Agriculture

The Man From Manhattan

Story is engrossing and ranges from "Metropolitan life to the life in a small town, with politics and newspaper work the chief motive power in the development of the play."

SEEDING IN SASKATCHEWAN

Will Get Under Way About Middle of Month

Regina, April 3.—Seeding in the southern and western parts of the province is expected to start between the 12th and 15th of this month, according to L. T. McDonald, board of trade commissioner, who has made a careful survey of the situation. With the favorable weather of the past two weeks the land is drying fast. Reports from the district are that some farmers are about ready now to start seeding.

